

**SHEAFFER'S**

**\$2.95**

**CARTRIDGE FOUNTAIN PEN**

NO FREE CARTRIDGES!

- \* Extra-long, extra-extendable eraser
- \* Slide tip reduces lead breakage
- \* Holds more than 1000 feet of lead
- \* Holds more than 1000 feet of lead
- \* Holds more than 1000 feet of lead

**MADE IN U.S.A.**

**CRAFTSMANSHIP AT YOUR FINGERTIPS!**

**SHEAFFER'S**

*Scripter* **BALLPOINT**

Only **\$1.49**

WIDE POINT

- \* The only ballpoint that writes with Skip ballpoint fluid
- \* Skip takes the SKIP out of ballpoint writing
- \* Starts instantly - writes where you want to write

Push down top button to extend tip.

**TEST WRITE!**

**SHEAFFER'S**

*Skip* **CARTRIDGES**

**FIVE PACK 49c**

**SHEAFFER'S FIVE PACK**

*Skip* CARTRIDGES

WASHABLE BLUE

FOR USE IN SHEAFFER'S *Scripter* CARTRIDGE FOUNTAIN PEN

PRICE 49c

FOR ALL SHEAFFER AND YOUNG CARTRIDGE FOUNTAIN PENS

**SHEAFFER'S**

**\$1.95**

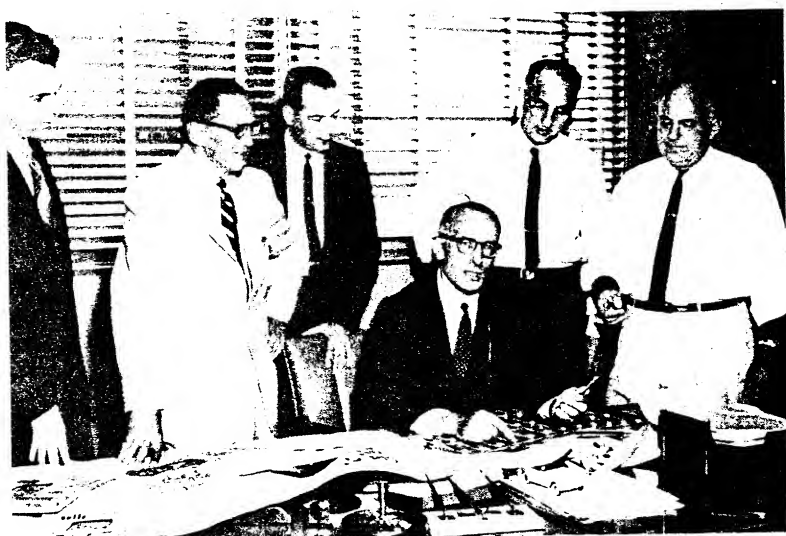
**PEARL CENTER PENCIL**

Over 20,000,000 in stock

Slide tip reduces lead breakage

Extra long extendable eraser

*Craftsmanship at your fingertips*



**SHEAFFER'S**

**\$1.95**

*New* **BALANCE PENCIL**

- \* Matches Sheaffer's \$2.95 Cartridge Fountain Pen
- \* Has famous Sheaffer precision pencil mechanism
- \* Large lead storage compartment

*Craftsmanship at your fingertips*

**SHEAFFER'S**

*Scripter* **\$1.95**

**BALLPOINT**

MEDIUM POINT

- \* Precision-engineered
- \* Writes with Skip ballpoint fluid
- \* Starts instantly - won't SKIP

Push down top button to extend tip -

**TEST WRITE!**

CRAFTSMANSHIP AT YOUR FINGERTIPS

**SHEAFFER'S**

**\$2.49**

*Scripter* **BALLPOINT**

FINE POINT

- \* New rugged case allows writing in any position
- \* Extra large tip
- \* New top button - smoother writing - double

Push down top button to extend tip -

**TEST WRITE!**

**SHEAFFER'S**

*Skip* **CARTRIDGES**

**ECONOMY TWELVE PACK 98c**

**SHEAFFER'S**

*Skip* CARTRIDGES

PERMANENT BLUE BLACK

**ECONOMY TWELVE PACK**

FOR ALL SHEAFFER AND YOUNG CARTRIDGE FOUNTAIN PENS

**SHEAFFER'S**

*New* **\$1.95**

**THIN PENCIL**

Slim - thin - comfortable

- \* Spiral grip for writing ease
- \* Extra-long extendable eraser

*Craftsmanship at your fingertips*

**SHEAFFER'S**

*Scripter* **CARTRIDGE**

**RED FINE POINT 79c**

*Sheaffer's Skip* takes the SKIP out of ballpoint writing!

**SHEAFFER'S**

*Review*

APRIL - MAY 1960

# SHEAFFER'S

## REVIEW

Vol. 13 April-May No. 4

Published Monthly in Fort Madison,  
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

Member: Iowa Industrial Editors'  
Association  
International Council of  
Industrial Editors

EDITOR - - - DICK PRIEBE

### On The Cover

One of the important parts of our new marketing program, which went into effect nationally May 1, is a new line of popular priced products. These products, and the accessories that go with them, are shown on the cover - with the colorful cards on which they are being skin and bubble packed. This is a new type of packaging for our company, designed to fit a market in which products must be both eye-catching and readily accessible. Development of this new packaging was a combined project of our Popular Price Division, manufacturing and engineering. Shown in the accompanying picture are (left to right) Bob Stein, advertising and merchandising services; E. F. Burvan, marketing vice-president; G. P. Karle, popular price advertising and merchandising manager; Mike Keith, popular price marketing director; A. A. Zuber, vice-president of manufacturing and engineering; Harry Wallis, manager of plant 2, where skin pack operations are located.

### News Notes . . .

A financial report in the dealer publication of Malco Electronics, Inc., shows that a record 20 per cent of sales went into the firm's research and development program during the last fiscal year.

R. G. Woolever, recently appointed senior vice-president of finance and treasurer, said that Malco sales topped previous figures by more than half a million dollars and predicted a further 20 per cent increase in the coming year.

Malco now holds a solid fourth-place position among the more than 20 manufacturers in the hearing aid field, Mr. Woolever said.

Of total Malco sales during the year, government contract production accounted for 20 per cent, he added.

### From the editor's notebook . . . .

LETTER DEPARTMENT: PENCILS At least one sales clerk in the community of Pryor, Oklahoma, thinks pencil is synonymous with Sheaffer, if a recent letter from Mrs. Bill Groene of Fort Madison is an indication. She writes: "My father, Howard Bank of Keokuk, was in Pryor, Oklahoma, on business. His electric shaver broke down and he bought a safety razor. Being a little out of practice he nicked his face, so he went to a drugstore and asked the young female clerk if they carried styptic pencils. She informed him they did and led him to a display case full of Sheaffer products."

\* \* \* \*

FROM PARKER'S "SHOPTALKER"—The March issue of "Shoptalker," employee publication of the Parker Pen Co., contained a delightful story about love and marriage. We're sure the editors won't mind if we pass along the following synopsis.

The main event in the story is a wedding, which was solemnized recently in a Salt Lake City home by Bishop Burt Price of the Mormon Church. This interests us because Bishop Price has been Sheaffer sales representative in the Salt Lake City region since 1956.

The young bride was Carolyn Shingleton, daughter of Willard Shingleton, a devout member of the Mormon Church, a close friend of Bishop Price, and account manager in Salt Lake City for the Parker Pen Co.

\* \* \* \*

INFLATION AND FOODS—Seeley Lodwick of Green Bay Farms, Wever, recently sent along an interesting, informative letter about inflation and food costs. He wrote in part:

"Congratulations on dramatizing the effects of inflation, as you did on the February cover. When our purchasing power, as shown in the Consumer Price Index, decreases from \$1.20 in 1946 to only 80c in 1959 it demands not only dramatizing, but our penetrating thoughts and courageous actions, as well.

"To us directly involved with agricultural production the inflation problem shows up graphically when we realize that our costs of production (fuel, feed, labor, fertilizer, taxes, etc.) increased from \$6.4 billion in the 1937-41 period to over \$25 billion in 1958, a fourfold increase.

"May I, however, point out that your cover, as it might infer that real basic food costs have contributed to inflation, is in error. Actually food costs have been a de-inflationary factor. Never before in our history has one hour of a man's work bought more food than it does now. Only seven years ago a factory employee had to work 51 hours to feed an average size family for a whole month. Today, he works less than 40 hours to do the same. In 1929 one hour's factory work bought 7.8 pints of milk and today it will buy 16.8 pints.

"Never before in our history has the agricultural producer received a smaller percentage of the consumers' food dollar than today. In 1947 it was 51% and in 1959 it was 38%. I am not bemoaning this fact, but only pointing out the many services and processes which are attached to the agricultural product cost real money. These items of frate, packaging, merchandising, advertising, labor, etc., are apparently demanded by the housewife, since she appears willing to pay for them. I point this out to show the housewife is not paying the agricultural producer alone, but is paying 62 cents of each of her food dollars to the many people along the line. Bread, for instance, would cost only 3 cents per loaf less than it does today, if we farmers gave the millers the wheat, instead of charging them about \$1.80 per bushel.

"And never before in our history have agricultural producers been more efficient than they are today. In 1880 one farmer supported 5.5 people in the city, in 1947 he supported 14.1 and in 1959 each farmer produced enough food to support 25 people in the city. This tremendous increase in output per farmer has released many agricultural workers from farms so they could work in the commerce, business, professions and industry of which we are so proud. Of course, this increased efficiency could not have been possible without the many machines to which we have access today. Which reminds me too, that it is necessary, on the average, to have an investment of \$27,000 for each agricultural worker today, compared with \$15,000 for each industrial worker.

"Thanks to the ingenuity, enterprise and daring of American agricultural producers, processors and salesmen, food for the American worker is the best buy in the world. And nowhere can a housewife find such an extensive variety of pure delicious foods, the year around, as she can on the shelves of our American food markets."



## **Specific Programs Developed For Each Area Of Writing Instrument Market**

*By E. F. Bryan  
Marketing Vice-President*

**I**N RECENT months, we have been carrying out a broad reorganization of the Marketing Division. The changes made in our sales, merchandising and advertising methods will have an important bearing on company progress.

In broad terms, the writing instrument market can be divided into three classifications: (1) higher-priced, prestige writing instruments, where a sizeable percentage of sales are for gifts, as well as self-purchase; (2) popular-priced writing instruments for mass distribution and impulse purchase; (3) industrial sales for premiums, gifts and advertising specialty requirements.

What we are achieving with our reorganization is the development of completely separate marketing programs for each of these environments.

The dealers and outlets in each classification have entirely different requirements. The best way to serve all of them effectively, and to merit their support in the face of today's competitive situation, is to provide promotional plans designed specifically for meeting their particular sales needs.

As you may have noted from various news stories, we have decentralized our marketing staff into Retail, Popular Price and Specialty Divisions. The Retail Division is now selling Sheaffer writing instruments priced over \$2.95 to selected retailers. The Popular Price Division is distributing Sheaffer products priced at \$2.95 or less and all accessories exclusively through selected wholesalers and major chains. The Specialty Division is selling a line of products and imprinted merchandise to selected premium and advertising specialty buyers. Each of the divisions has its own sales management, promotional planning, advertising, merchandising and field sales staffs. While these staffs will cooperate closely with each other, they will concentrate on programs for their particular products and channels of distribution.

Operation of the Retail Division is based on achieving maximum results from a more limited number of dealer outlets. We will work with approximately 18,000 selected

dealers in distributing our higher-priced, prestige merchandise, and these dealers will be those who are best able to profitably handle top-quality writing instruments—leading department stores, jewelers, better drug stores, stationers and gift shops in each community. With limited distribution, we will maintain a prestige, quality image for Sheaffer products and most effectively cooperate with the better dealers on in-store and other promotional activities.

On the other hand, with the operation of the Popular Price Division we are greatly expanding our distribution of popular priced merchandise. In developing a specific program for serving volume outlets, and working through wholesalers and major chains, we will reach tens of thousands of dealers we have never been able to serve before.

We will back up the sales efforts of all three divisions with separate advertising programs and specifically tailored point-of-sale materials with which the various outlets can effectively capitalize on this advertising. An important element in this program is the new approach we are taking to packaging our products and displaying them at the point of sale.

We are placing greater authority for field sales management in the regional headquarters cities—Chicago, New York, Los Angeles and Dallas. The sales managers in each region are in a position to work more closely with our sales representatives and dealers, and this arrangement provides greater mobility in fitting programs to local or regional requirements.

Before we began nation-wide operations of our new marketing programs May 1, we thoroughly tested them in our North-Central sales region for nine months. We learned a great deal from these tests, and they enabled us to make improvements based on actual field results.

Both marketing and general management view the marketing reorganization as part of a long-range program of corporate growth. It would be a mistake to expect radical increases in sales on a short outlook. Rather, we are building on a sound basis for the future.

## Retail Division . . .

# Specialization is Requirement In Quality Pen Field

By *E. P. Reavey, Marketing Director, and  
Greg Rouleau, Advertising and Merchandising Manager,  
Retail Division.*

WITH the wide range of writing instruments on the market today, the quality writing instrument field requires specialization, and our retail program is based on this requirement.

Specialization means several things. First, it means that the promotion and sale of Sheaffer prestige writing instruments are completely separated from the promotion and sale of our popular priced writing instruments and accessories. One marketing group cannot do a thorough job on both, because the selling features, packaging and point-of-sale requirements are widely different.

Secondly, specialization means controlled distribution in local trade areas. Prestige products of any kind lose meaning, both to the dealer and customer, when they are available everywhere. The type of outlet in which our top-quality writing instruments are sold has much to do with the quality image we create.

Thirdly, specialization means developing advertising, merchandising and sales programs which are keyed for the quality writing instrument market and, beyond that, for particular types of dealers within that market.

THE popular price, or mass, market is large and profitable, with writing instruments priced from \$1 to \$3, plus accessories, accounting for 68 per cent of annual sales. This is precisely the area into which our operations fall.

The program we are launching marks Sheaffer's first full-scale entry into the mass market. We are reaching the market through the most effective channels—the wholesalers and major chains who can give the best and quickest service to retailers in local trade areas. And we are reaching it with the first full line of top-quality, popular-priced writing instruments. It is an important factor that we will advertise and sell traditional Sheaffer quality. The fact that we are entering the mass market does not mean this quality will be compromised.

It is also important that we can offer the retailer both greater volume and profit potential with our popular priced merchandise. The gross profit is greater with a \$2.95 Sheaffer cartridge pen



*E. P. Reavey*



*Greg Rouleau*

Proper display at the point of sale is a key factor in quality fountain pen sales. The customer must be clearly shown why the features of higher-priced pens make them a sound buy and an ideal gift.

To go a step further, obtaining effective display in a dealer's store depends upon offering him sound merchandising plans and ideas that produce greater turnover and higher profits.

Dealers aren't interested in generalizations. They want specific ideas they can use, and with a division devoted entirely to the sale of prestige products, we are now able to concentrate our efforts on meeting this requirement.

Our program includes separate plans for each type of account we are serving—stationers, commercial stationers, jewelers, department stores, drug stores. These plans are aimed not merely at selling merchandise to dealers, but providing specific ways in which they can move Sheaffer primary products across the counter in greater volume.

Our spring advertising program, as previously announced, includes leading men's magazines, general magazines and youth publications, with ads tailored to the consumers these publications reach.

We are introducing a new Touchdown pen selling at \$8.75 which answers the need for a lower-priced item with the prestige features and design of more expensive pens. The pen and pencil ensemble retail at \$12.75.

New merchandising materials include a three-dimensional window or counter display which features the PFM pen, Lady Sheaffer pens, Decorator desk sets and \$5 cartridge pens; a new Lady Sheaffer counter merchandiser in which the pens are attractively displayed under a circular plastic cover; a new counter display for our \$2.95 all-metal ballpoints which connotes quality through clean design and rich black and gold colors.

## Popular Price Division . . .

# Program Will Introduce Full Line Of Quality Sheaffer Products To Mass Market

By *Michael Keith, Marketing Director, and G. P. Karle, Advertising and  
Merchandising Manager, Popular Price Division*

than it is with a 29 cent ballpoint. And, because the retailer has to sell and handle fewer Sheaffer pens to achieve the same total volume, his costs are much less.



*Michael Keith*



*G. P. Karle*

In addition to having a quality, popular priced line, we will back up our sales efforts with promotional programs that are not only geared to dealer needs but which are more thorough and far reaching than is customary in the popular price field.

The most widespread back-to-school program in Sheaffer history is now being introduced to wholesalers, chains and dealers across the country. We are featuring the \$2.95 cartridge pen, the \$1.95 pearl center pencil and the \$1.49 Skriwriter ballpoint, bubble packed on colorful 4 x 7 inch cards or

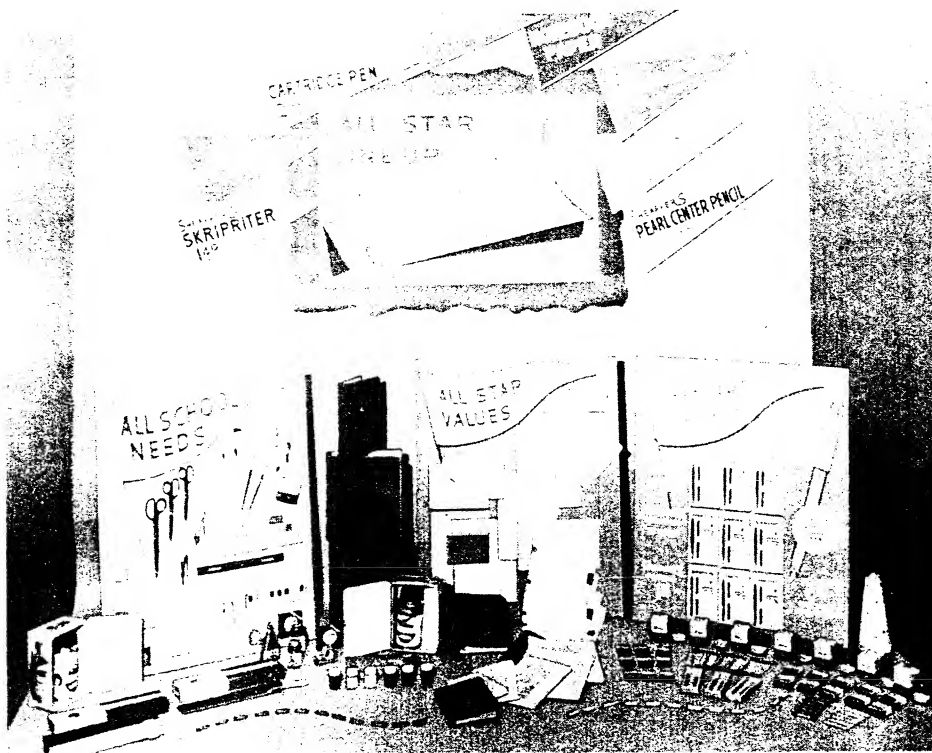
*(Continued on next page)*

## Specialty Sales Group Meets



RECENTLY-appointed salesmen for the Specialty Division met in Fort Madison recently with Manager Hugh Green (left) and Specialty Sales Assistant Roger Enke (second from left). The salesmen are (left to right) Bill Reed, North-Central Region, Chicago; Carl Badgett, Southern Region, Dallas; Wallace Jones, Western Region, San Francisco.

## New Display Materials



Store-wide back-to-school display, Popular Price Division. (See story on page 4).

## Popular Price Division

(From page 4)

packed in self shipping counter merchandisers. Accessories are skin packed on 3 x 5 inch cards.

A complete store-wide back-to-school display and a 14 by 21 inch pegboard display feature our new point-of-sale materials. The first fills all of a dealer's back-to-school needs in one kit, and the second can be used as a complete writing instrument department.

A new self-service display for leads and erasers is also being introduced. All new

packaging combines eye appeal and accessibility, and is designed specifically for the impulse market. Great care has been taken to utilize the traditional Sheaffer blue and yellow colors for fast recognition value at the point of sale.

Our advertising places greater emphasis than in the past on trade ads and spot TV commercials in major markets. We'll start the nation-wide TV schedule in August, and we're utilizing a cartoon animation technique created for us by United Productions (UPA).

## Specialty Sales . . .

# Field Includes 5 Major Outlets

By Hugh Green, Sales Manager,  
Specialty Division

PREVIOUSLY, we dealt to a modest extent with retailers in selling imprinted merchandise and industrial gift items. Now, to serve this market most effectively, and to get a larger share of it, we will distribute this merchandise through selected premium, advertising and specialty jobbers, which do the major share of business in this field.

Our present plan is to have specialty salesmen in each of our four sales regions. Their principal job at the beginning will be to assist advertising specialty jobbers in setting up sales plans for the kind of top-quality merchandise we have.

We will aim at five major types of outlets. Here is a summary on each:

**Stamp Houses**—These include such firms as those which distribute familiar Green and Regal stamps. Twenty different stamp houses have indicated they will include three or more Sheaffer products in their current catalogs, now being issued.

**Sales Incentive Houses**—These provide the merchandise which companies offer dealer organizations or salesmen as prizes in sales contests.

**Premium and Industrial Gift Sales**—About \$8 billion worth of merchandise is reportedly purchased by industry each year for premiums or gifts. As you know, the E. G. Bentley Co. of Chicago is our representative for such sales in the east and midwest and is contacting major industries in those areas. We also plan to have similar representatives in the rest of the country.

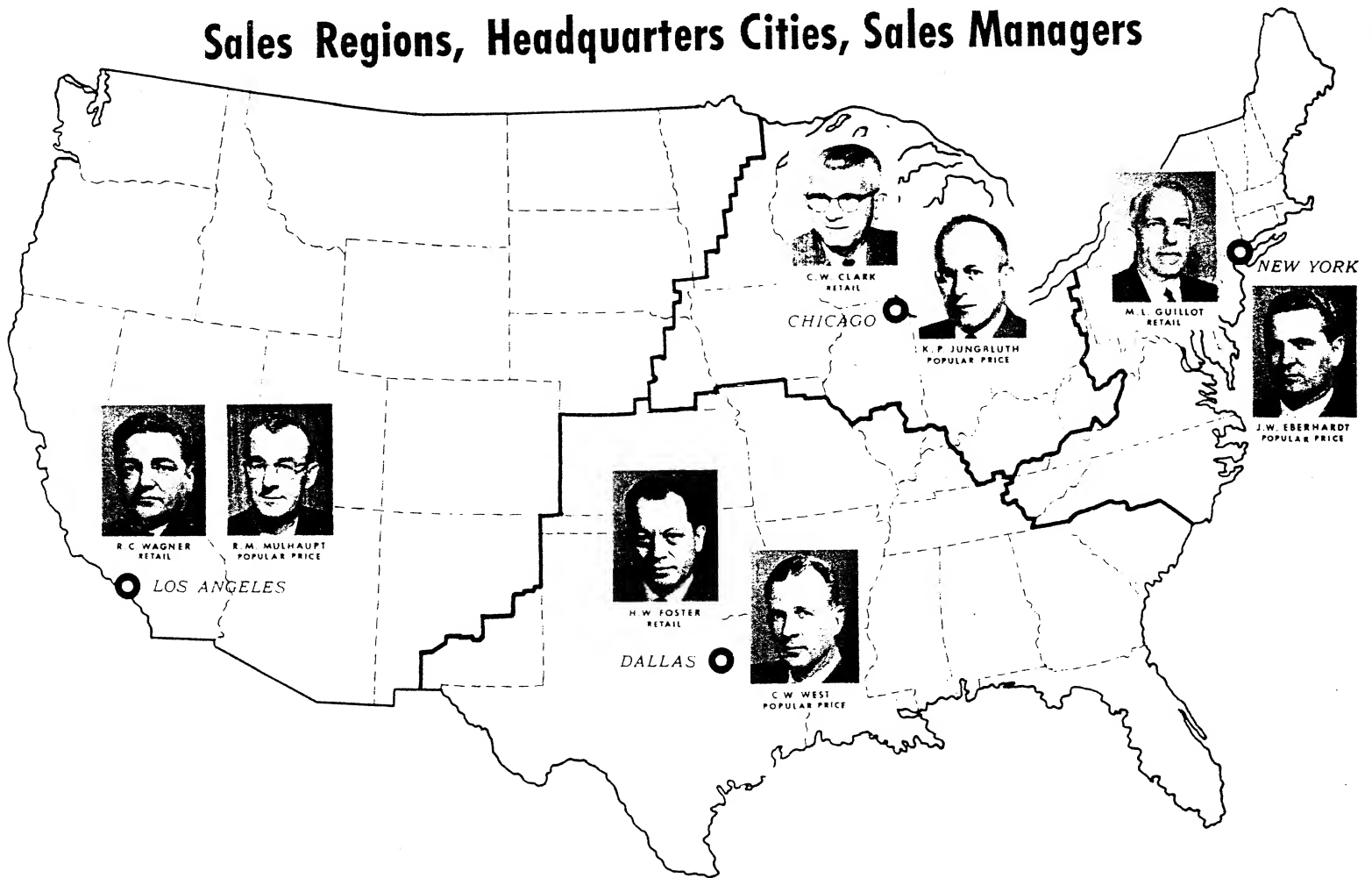
**Mail Order Houses**—These include Montgomery Ward, Sears, etc., and offer a good potential.

**Advertising Specialty Jobbers**—There are about 3,500 such jobbers in the U. S., selling imprinted merchandise to industries and businesses for use as advertising gifts. We are selecting 300 to 400 of these jobbers to sell our products on a franchise basis.



H. C. Green

# Sales Regions, Headquarters Cities, Sales Managers



## Marketing Services, Marketing Research . . .

### These Programs Back Up Other Phases of Reorganization

By E. C. Thorn, Marketing Services Manager, and Stephen Seadler, Marketing Research Manager

**Marketing Services**—Marketing Services now covers three areas—(1) advertising and merchandising services, (2) sales accounting and (3) sales correspondence.

Briefly, advertising and merchandising services assists in procurement of advertising and point-of-sale display materials needed to carry out the programs of the Retail, Popular Price and Specialty divisions, as well as arranging for distribution of these materials to dealers and salesmen. The design and layout work of company artists is scheduled in this department. Another responsibility is preparation of newsletters for salesmen and market schedule plans for all marketing programs.

Sales Correspondence handles inquiries from both dealers and customers concerning products, shipments, etc.

Sales Accounting handles such matters as expenses, expense reports, sales reports and analyses, control of sample accounts and related sales administration matters.

**Marketing Research**—In modern marketing, research is an essential element which assists management in making sound decisions and effectively carrying out operations.

Decisions and operations such as our reorganization,

and the research behind them, deal with an enormous variety of problems, such as territorial boundaries and headquarters, distribution channels, product design, pricing, sales methods, market characteristics, economic trends, magazine and TV station selection, advertising composition, forecasting, packaging, new product ideas, company image, competitive strengths and weaknesses.

An even greater variety of research methods are available or developed. These range from highly complex mathematical techniques to psychological interviews. They include sample surveys of people and stores, internal sales and cost analyses, distribution studies, work load and territorial delineation.



E. C. Thorn



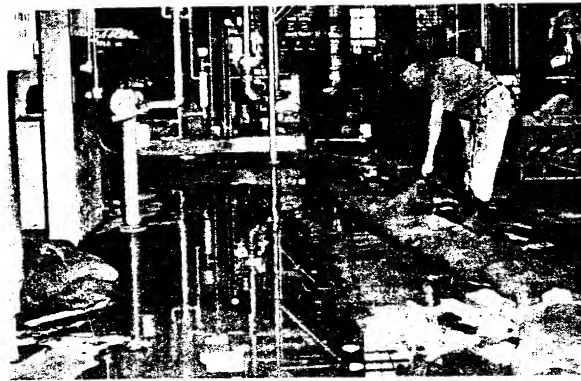
Steve Seadler

Sheaffer's Review

## High Water at Plant 2 . . . Emergency Measures Prevent Damage



High spring waters of the Mississippi, which lapped at Fort Madison's southern boundaries in March, posed a threat to Plant No. 2, as shown in the top picture. However, a five-day effort by maintenance employees held water in the plant to a maximum of three inches and prevented damage to equipment. Considerable sand-sifting was done. Lower plants, with about 100 gallons of water a minute were pumped during the height of the flood threat. The employee shown is Claude Curtis.



## Bubble Packing . . .

### New Machine Goes Into Operation



THIS NEW equipment for the bubble packing of our popular-price products went into production in April. Cartridge pens, ballpoint pens and mechanical pencils are sealed under plastic bubbles on display cards. Shown (clockwise from foreground) are Joanne Kern, Darlene Mitchell, Joe Heitz, Elvera Brinkschroeder, Arlene Hoenig and Letha Bradley. About 1,000 writing instruments per hour are packed on the machine.

April-May, 1960

## The Question Box

QUESTION: "What do you think is the most important selling point in determining the writing instruments customers buy?"



**BOB CLARK, Development**—A sale involves customer wants and a salesman. The sale is preceded by effective advertising, stimulated by good product design and secured by a company's integrity, its good name and sound warranty of its product.

**BEVERLY WILSON, Plating** -- I think the most important selling points are quality, style and price.



**CARROLL MAYNARD, Metal Fab**—I think the beauty of the writing instrument is its greatest selling point.

**INEZ COLEMAN, Stockroom** — I think a writing instrument should be trouble free and attractive.



**JOHN GAMBLE, Sales**—The most important selling point depends on price range. On higher priced items, they look for quality. On lower priced merchandise, they look for convenience.

**MAXINE RINO, Purchasing** — Well known brand and serviceability would be the first features I believe one would look for in buying a writing instrument. Next in line would come style, price and color.



## Bowling Review . . . League, Tournament Winners Named



Pen Point teams took top honors in regular league play in both the men's and women's employee bowling leagues. The women had a 43-20 mark to win by nine games over second-place Shipping. The men posted a 42-18 record to top Quality Assurance by 10½ games. Lorena Wilcox had the high average, high series and high game in the women's league. Bob Consbrock had the high average and high series among the men while Wayne Hughes hit the high game.

Martha Merschbrock, Shipping, and Raleigh Hensley, Pen Point, received this year's awards for top average. Martha had a 143, and Raleigh posted 171. The awards were new bowling balls, provided with the compliments of Vulcanized Rubber and Plastic Co., Morrisville, Pa. It is a rule in both leagues that no employee can win the top average award more than once.

In men's tournament play, winners were Orville Richardson, singles; Bud Weber, all-events; Orville Richardson and John Azinger, doubles; Development, team title.

Recently elected officer's for the 1960-61 season of the men's league are Paul Riley, president; Wayne Hughes, vice-president, and Ralph Newby, secretary-treasurer.

More picture coverage of winners will be included in the next issue.

## Sheaffer Good Neighbors . . .

Susana Paxon, Service Department, serves as national second vice-president of the League of United Latin American Citizens. She also is supervisor of a LULAC youth group.



Susana lists radio broadcasting as one of her hobbies, but it actually has been more than that. For the last seven years she has been program director and announcer on a weekly hour-long program of Latin American music, broadcast over Fort Madison's KNGL. Susana announces in both English and Spanish on the program. Recordings are used by Aquinas High School in its language courses.

Languages are another hobby, explains Susana, who also speaks French.

She has been an employee for 13 years.

## Service Anniversaries

### — 5 YEARS —

Bernard Hackman . . . . . Salesman  
Harold Jones . . . . . Salesman  
Helen Kraus . . . . . International  
John McMickle . . . . . Marketing

### — 15 YEARS —

S. T. Hawbaker . . . . . Shipping  
Maurice Kaltefleiter . . . . . Occupancy-G  
Lola Schenck . . . . . Retail Selling

### — 20 YEARS —

Wilbur Brown . . . . . Engineering  
Donald Delaney . . . . . Pen Point  
Ruth Gang . . . . . Quality Assurance-  
Plastic Fab  
Denver Smith . . . . . Occupancy-G

### — 25 YEARS —

Richard Briggs . . . . . Personnel  
D. B. Early . . . . . Purchasing  
Arthur Sly . . . . . Plastic Fab

### — 30 YEARS —



Lucile Trotter  
Executive



William Kipp  
Engineering



Josie Cooper  
Service

### — 35 YEARS —

Ernest Black  
Plastic Fab

